Product-market fit survey

Questions marked * are required.

Completed by _____ Date _____

1 How are we doing?

> A handful of questions. They tell us more than any dashboard does.

1. How would you feel if you could no longer use the product? *

Tick one.

- ◯ Very disappointed
- ◯ Somewhat disappointed
- ◯ Not disappointed

If you chose “Very disappointed” in question 1.

2. What's the main benefit you get from it?

The thing you'd miss first...

If you chose “Very disappointed” in question 1.

3. What type of person would benefit most from it?

Describe them as you would to a colleague...

If you chose “Not disappointed” in question 1.

4. What would it take to make it genuinely useful to you?

What's missing, in your words...

5. **What would you use instead if it went away?**

Another tool, a spreadsheet, nothing at all...

6. **How could we improve it for you?**

The next thing we should fix or add...

7. **How often do you use it?**

Tick one.

- ◯ Every day
- ◯ A few times a week
- ◯ A few times a month
- ◯ Rarely

8. **What's your role?**

Tick one.

- ◯ Founder
- ◯ Engineering
- ◯ Product
- ◯ Design
- ◯ Marketing
- ◯ Sales
- ◯ Operations
- ◯ Something else

9. **How did you first find us?**

Tick one.

- ◯ A friend or colleague
- ◯ Search engine
- ◯ Social media
- ◯ A newsletter or blog
- ◯ An ad
- ◯ I can't remember

Thanks for your answers!

This is the survey we read most closely. It shapes what we build next.